

Amendments to the Claims:

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1. (currently amended) A method of providing service in a wireless communication network comprising the steps of:  
providing a plurality of service options to an end user of a wireless communication device operating on said wireless communication network;  
providing products or services to said end user in response to a subscription to one of said service options; and  
providing a quota of advertisements to the end user within a predetermined time period in lieu of receiving compensation for the subscription, wherein the provision of the advertisements is based upon a content that a user is receiving on said wireless communication device and when a subscriber will be with a predetermined distance of said a predetermined vendor at a future time;  
determining whether the advertisements have been delivered; and  
terminating advertisements upon reaching the quota.  
~~wherein the advertisements are based upon a location related information of said wireless communication device, said location related information includes at least one of the following: direction or speed.~~

2. (currently amended) The method of claim 1 wherein said plurality of service options includes ~~location~~ temporal based services.

3. (canceled)

4. (canceled)

5. (previously added) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements when end user preferences corresponds with vendor criteria.

6. (previously added) The method of claim 1 further including a step requiring user interaction to determine whether an advertisement was reviewed to be considered an advertisement that was provided in lieu of receiving compensation for the service.

7. (previously added) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements when a vendor has a product on an end user's shopping list.

8. (previously added) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements based upon a shopping history of said end user.

9. (canceled)

10. (canceled)

11. (previously added) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements at predetermined times based upon user device habits.

12. (previously added) The method of claim 1 wherein said step of providing advertisements comprises providing advertisements based upon the status of sensors in a vehicle incorporating said wireless communication device.

13. (currently amended) A method of providing service in a wireless communication network comprising the steps of:

providing a plurality of service options to an end user of a wireless communication device operating on said wireless communication network;  
providing products or services to said end user in response to a subscription to one of said service options;  
providing a quota of advertisements to the end user in lieu of receiving compensation for the subscription, wherein the provision of the advertisements is based upon a

configuration of said wireless communication device and when a subscriber will be with a predetermined distance of said a predetermined vendor at a future time; and requiring user interaction to determine whether an advertisement was reviewed to be considered an advertisement that was provided in lieu of receiving compensation for the service; and terminating advertisements upon reaching the quota.

14. (canceled)

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15. (previously added) The method of claim 13 wherein said step of providing advertisements comprises providing advertisements when a vendor has a product on an end user's shopping list.

16. (previously added) The method of claim 15 wherein said step of providing advertisements comprises providing advertisements based upon a shopping history of said end user.

17. (previously added) The method of claim 13 wherein said step of providing advertisements comprises providing advertisements based upon advertisement acceptance.

18. (canceled)

19. (previously added) The method of claim 13 wherein said step of providing advertisements comprises providing advertisements at predetermined times based upon user device habits.

20. (canceled)

21. (canceled)

22. (currently amended) The method of claim ~~21~~ 13, further comprising a step of conveying the determined future location of said wireless communication device to a provider of at least one of said products or services.

23. (canceled)

24. (canceled)

25. (canceled)

26. (canceled)

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27. (currently amended) A method of providing service in a wireless communication network comprising the steps of:

- providing a plurality of service options to an end user of a wireless communication device in a vehicle operating on said wireless communication network;
- providing products or services to said end user in response to a subscription to one of said service options; and
- providing a quota of advertisements to the end user within a predetermined time period in lieu of receiving compensation for the subscription, wherein the provision of the advertisements is based upon a configuration of said wireless communication device, when a subscriber will be with a predetermined distance of said a predetermined vendor at a future time, ~~and the advertisements are based upon~~ a status of sensors in the vehicle incorporating said wireless communication device; determining whether the advertisements have been delivered; and terminating advertisements upon reaching the quota.